



An analysis of the application of Guest Relation Management in Hospitality Industry with special reference to Hotel Maurya Patna

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Abstract : *Hospitality industry has come of age with the inculcation of professionalism. The only way to ensure competitive advantage in service industry is to work out and execute an effective Guest Relationship Management in order to sustain and succeed in the hyper competitive market scenario. The study is an attempt to establish the relevance of Guest Relationship Management in a local hotel at Patna.*

Keywords: *Guest Relationship Management, Hospitality Industry, Loyalty, USP, Patronage.*

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Introduction :

Guest Relation Management entails all aspects of interaction a company has with its customers, whether it is sales or related to service. Hotels are important aspects of the hospitality sector and Guest Relation Management, which needs to be built in a sustained manner. The adoption of Guest Relation Management in the hospitality industry has been impeded by a number of factors. These include the persistently fragmented nature of the industry, the disparate, proprietary, and the additional complexities. This study will provide an insight into the hotel industry and the steps taken by them to improve their relationship with their customers. From the study, one can understand the present scenario and the practices and programmes being followed to enhance customer retention, customer satisfaction which lead to enhanced profits and brand image in the minds of the customers. This is the area where HOTEL MAURYA and its management wish to work further and this is a reason that this particular hotel has been selected for this study. (Christopher Lovelock, Jochen Wirtz, Jayanta Chatterjee, p.7) In hospitality business employees must be customer service oriented in addition to being concerned about efficiency.

Objectives :

The objectives of the study are:

1. To understand the modalities of Guest Relation Management in hospitality industry.
2. To explore and analyse the perception of the guests towards the level of Guest Relation Management protocols at Hotel Maurya, Patna.
3. To identify the profitability and the aspects of improving the Guest Relation Management system at Hotel Maurya, Patna, with a view to substantiate the overall hospitality ambience.
4. To enquire whether they have any benchmark to compare their Guest Relation Management as against the best in the industry.

Hypotheses :

In this study the research is based on the following assumptions:

1. The guest satisfaction level from the services that are rendered to the customer at Hotel Maurya is outstanding as compared to its competitors.
2. The corporate clients prefer to avail hotel accommodation services every fortnight.
3. Recommendations are major criteria for the selection for the hotels by the corporate clients.

Methodology :

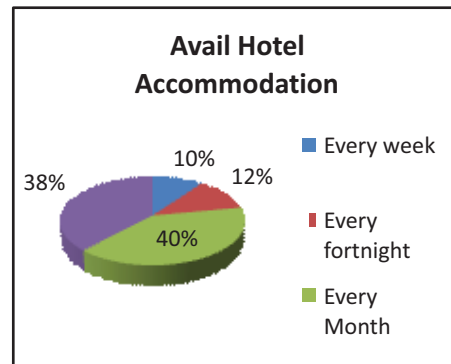
In this research project, the methodology adopted concerns with the technique of collecting Primary Data and Secondary Data. The Primary Data has been collected by using structured schedule consisting of different kinds of questions specially designed for the respondents who have been interviewed.

The Secondary Data means the data which is already available. The hotel has provided us with the list of the corporate clients. The various data has been collected from the hotel website and journals (www.maurya.com).

Findings of the study :

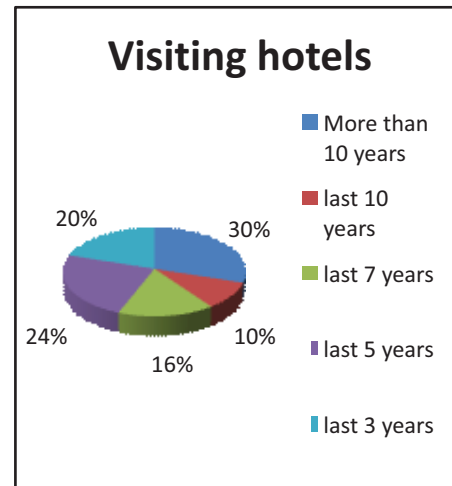
1. Frequency of availing hotel accommodation: It was observed that maximum number of respondents avail hotel accommodation services monthly.

Figure 1



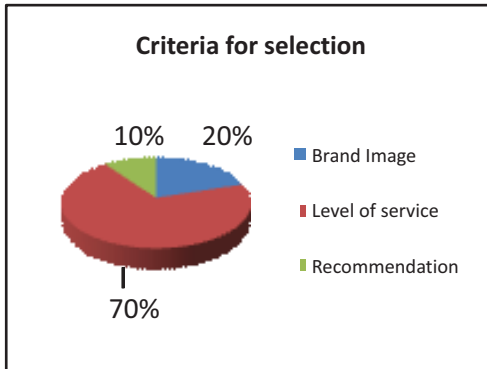
2. Respondents visiting hotels in Patna: It shows that majority of the respondents have been visiting hotels more than 10 years closely followed by those who have been visiting hotels for the last 5 years.

Figure 2



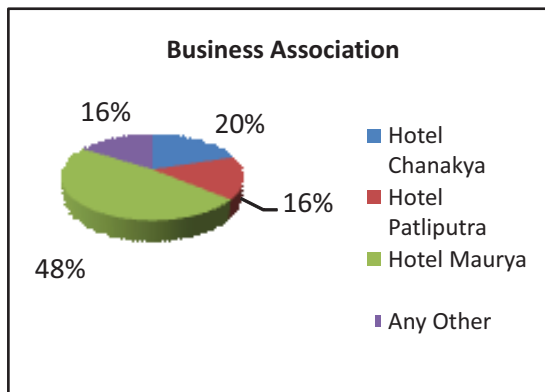
3. Criteria for the selection: It was observed that the quality of service is the major criterion in the selection of hotels as compared to the brand image.

Figure 3



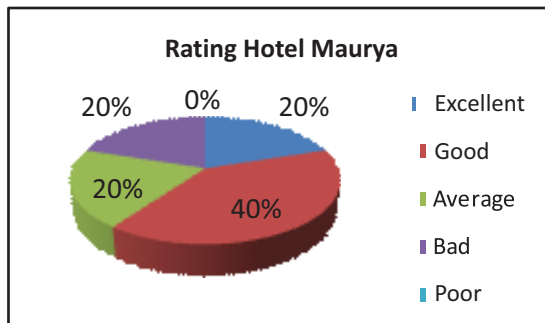
4. Hotels having business experience with clients: Hotel Maurya is the undisputed leader as far as associations of the clients with other hotels.

Figure 4



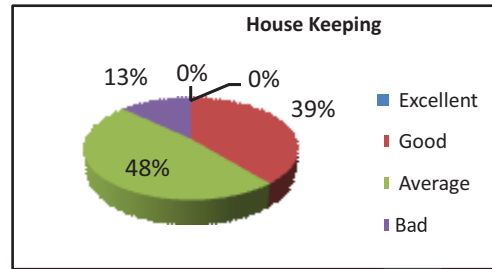
5. Rating Hotel Maurya in terms of product and services: Most of the respondents are of the opinion that the quality of product and services is good.

Figure 5



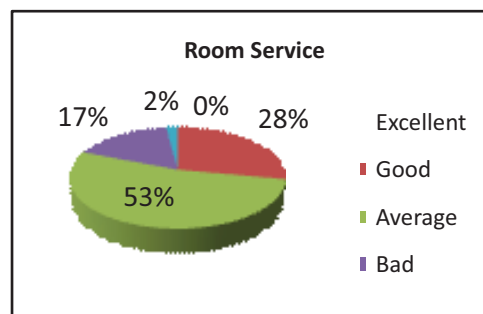
6. Service component of Hotel Maurya Housekeeping: Majority of respondents are of the opinion that the quality of housekeeping is average.

Figure 6



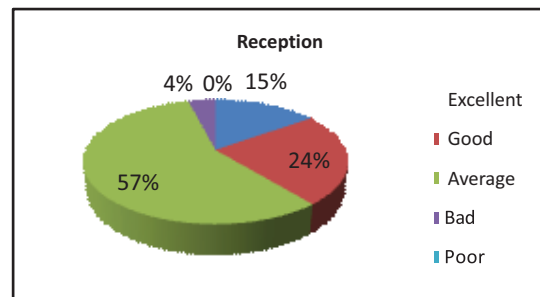
(a) Room Service: Most of the respondents are of the opinion that the quality of room service is average, it was considered to be good by others.

Figure 7



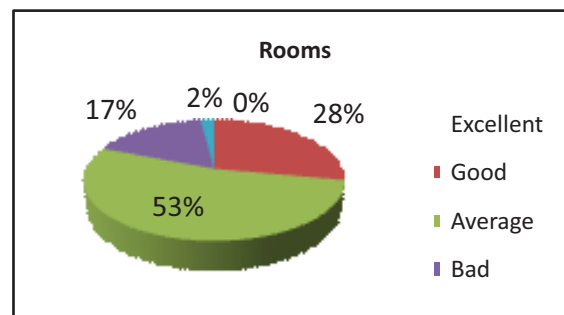
(b) Reception : Majority of respondents are of the opinion that the quality of services rendered to them at the reception is average.

Figure 8



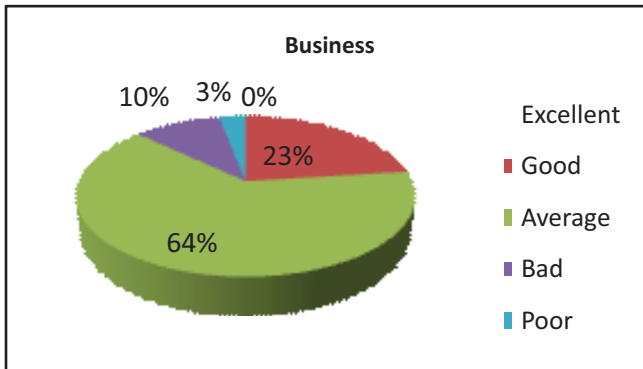
(c) Rooms : Most of the respondents are of the opinion that the quality of services rendered in rooms to them is average.

Figure 9



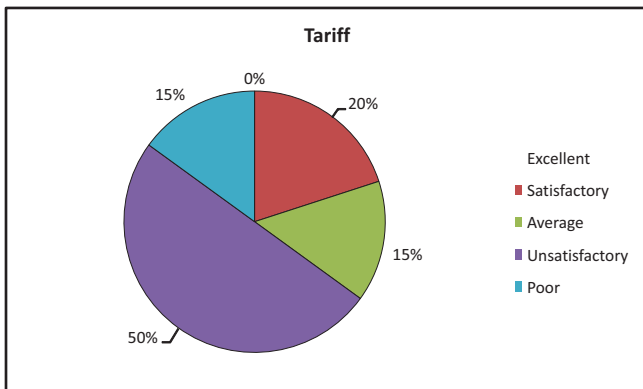
(d) **Business** : Most of the respondents are of the opinion that the quality of services in business is average.

Figure 10



(e) **Tariff** : Majority of the respondents are of the opinion that the compared to the tariff is not up to the mark.

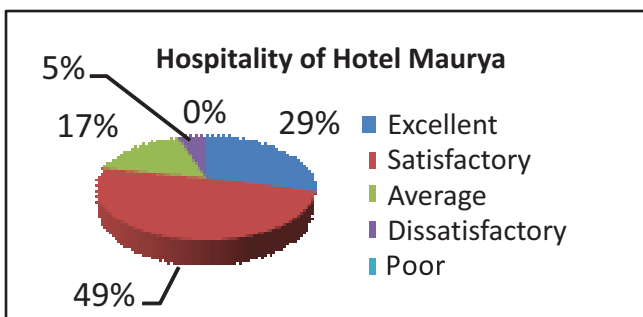
Figure 11



7. Hospitality of Hotel Maurya:

Most of the respondents are of the opinion that the hospitality of Hotel Maurya is satisfactory.

Figure 12



Conclusions :

Guest Relationship Management is an indispensable part of service industry. Hospitality Industry could thrive only if the customer satisfaction is total. The word of mouth publicity is effective. At the end of the day its the brand image that matters in the service industry.

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Lovelock Christopher, Wirtz Jochen, Chatterjee Jayanta (2007). *Services Marketing*, 5th edition, New Delhi : Dorling Kindersley (India) Pvt. Ltd., p.7.

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